



*Bringing
Water
Together*

Challenges Ahead for the Water Use Efficiency Framework

Peer to Peer 2019

California Water Efficiency Partnership

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Overarching Considerations

- Urban water use continues to be a small proportion of total statewide water use, and since the mid-90s per capita water use continues to slowly decrease
- Local growth-driven demand has generally been met by greater water management efficiencies and augmenting local supply portfolios
- Increasing cost of water and its impacts on affordability
- Demand hardening and retaining a “conservation” capability
- Local and regional water supplier diversity

“ACWA Concerns?” = Water Supplier Challenges

Public water agency members continue to inform the ACWA goal to “protect local decision-making, recognize the role of water supply investments, and promote sound policy of conservation, water supply efficiency, **and recycling**” (ACWA Board of Directors March 2019)

ACWA continues to partner with other associations and work with the technical and regulatory organizations to:

- Inform and support water suppliers
- Empower water management experts to identify and address gaps in understanding or unintended policy consequences
- Propose innovative implementation mechanisms

Challenge: Preserve the “Spirit” of the Framework

- Budget-based; supplier-customized; water use efficiency-oriented (vs arbitrary percent use reduction; top-down mandates; “conservation”-oriented);
- “Efficient” water use premised on unique local supplier conditions, customer relationships, popular/innovative local programs (think SGMA “sustainability”)
- Partnership relationship of state and local governments: (state standards, tools, funding, enforcement; local discretion on how to achieve durable results)

Challenge: Objective/Target-Setting

- Landscape Area Measurement “irrigated - irrigable - non-irrigable”: methods must be transparent and reproducible
- All components must demonstrably reflect locally-relevant water use factors (landscape climate zones; land use patterns)
- Preserve and incentivize recycled water use
- Incorporate supplier-specific leak loss reduction requirements which must be cost-effective
- Let CII dedicated landscape metered use element reflect variable practices

Challenge: Reasonable Rules for Variances

- DWR recommendations and SWRCB regulations need to accommodate the special circumstances (which manifest differently statewide)
- Can't be too restrictive as to be unusable, but must pass the "straight face" test
- The specific rules for each variance will need strong technical support/justification from experienced water suppliers

Challenge: Indoor Water Use Standards

- Need to confirm 55 gpcd as an attainable statewide indoor water use standard
- Need to rationalize ratcheting down this standard to 52.5 and then 50 gpcd (DWR report)
- Need to resist uninformed calls for legislative reconsideration of standards or timelines

Challenge: Water Shortage Contingency Plans

- Annual Water Supply Assessment and Reporting - proactive and credible enough to head off need to future reactive drought water use reduction orders?
- Standardization as threat to local decision-making?
- Capacity of rural counties and small water systems - need for larger system or regional interventions?

Challenge: Don't Forget Contributions of CII Performance Measures

- Need to use DWR recommendations (e.g. CII Task Force Report) and identify locally-relevant contributions for CII sector, while maintaining economic productivity
- Local suppliers to collaborate with largest CII users in their service area?
- Incentives for significant, sustainable water use efficiency investments?

Challenge: “Progressive Enforcement”

After 2027 a missed target can result in fines up to \$1000 per day or 10,000 per day after a drought. SWRCB “progressive enforcement” strategy:

- Needs to be well-informed by local understanding and collaboration
- Needs to be outcome-oriented (vs “values-signaling”)
- Must preserve local staffing, budgeting and rate-setting authority
- Should be “capacity building” vs punitive
- Should be coupled with funding/technical assistance

Challenge: Water User Support

- Urban water suppliers need to maintain and enhance customer support for improved water use efficiency “as a way of life” and readiness in case of need for drought-related (more drastic but temporary) conservation efforts
- Outreach and education on local policies and programs
- Local press outreach
- Regional coordination
- Association, academic and consulting tools
- DWR Save Our Water and other programs

Questions

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